

**Kā piedalīties?**  
Lai piedalītos akcijā, jānosūtās jebkura Marlboro cigarešu pacini ar iepakojuma MARLBORO MILES COLLECTION nopietamo lenti.

Pacini iepakojumā ir 5 jūdzes – katrā ar dalībnieka anketu un akcijas noteikumiem. 1. Hēlāns – 5 jūdzes.

**Kādas ir balvas?**

**SANĀJ 50 JŪDZES**  
Sagatavētais kausis – kausējamais šķidrums.

**SANĀJ 125 JŪDZES**  
Sagatavētais kausis – kausējamais šķidrums.

Pirmais 1500. kausis nosūtīts 1. jūnijā, kausis šodien nosūtīts 2. jūnijā un nosūtīts uz pašiem, kuri šodien šķidrums nosūtīja.

**Jeep WRANGLER**  
Izkārtot 1500. kausis šodien nosūtīts.

**Smēķēšana nodara nopietnu ļaunumu veselībai.**

A lavishly produced promotional item by the makers of Marlboro, designated for tobaccoists in Latvia—obviously not a market yet forsaken by the tobacco industry.

related government agencies contain officials well versed in tobacco control theory, and with quite enough knowledge of tobacco industry tactics to spot bogus, industry friendly policy should it show up on the radar. There are some knowledgeable and well trained officials in the right places, and the beginnings of an anti-tobacco coalition. There is a well functioning inter-ministerial commission against tobacco, though members from the health sector cannot wait for its promised reform, to remove the entirely inappropriate and counterproductive presence of tobacco industry representatives.

In its parliament, Latvia has another bonus: the composition of its members makes it unusually well prepared to pass legislation to improve health. The largest single professional grouping in parliament is not lawyers, as in so many other countries; nor is it business people, or local mayors and other party hacks of a former regime—it is doctors. Asked why, local people reply as if it is obvious: doctors are well known in their communities, and people believe what they say; and with some whiffs of corruption still lingering from the past, that makes them obvious candidates for parliament.

If the FCTC and Latvia's progress as an EU accession country have come at the right time to guide tobacco control policy on the path to health, one area requiring urgent attention is the widespread belief in government circles that tobacco tax rises will reduce total government revenue. It seems almost certain that tobacco interests were originally responsible for the sowing of this dangerous seed of false concern, but whatever the origins, it is accepted as genuine by key officials in the finance ministry, and by others in the wider world of government policy making. It has already resulted in Latvia opting for the maximum allowable time to harmonise tax levels to EU standards.

Another major task ahead concerns smoking in public places, which is

subject only to laws that are almost totally ignored. Yet good quality data shows a high level of knowledge of the dangers of passive smoking, and widespread demand for protection, especially at the workplace.

It is always unwise to be anything but pessimistic when forecasting tobacco control developments in any country; but for Latvia, the time might just be right for looking ahead with hope.

## Papua New Guinea: BAT's "utter rubbish"

Another in our occasional series about real health ministers, the sort who ignore the fact that the president's cousin is on the local board of a big tobacco company, and tell the people how it really is. Our last example was from Fiji (see Fiji: finger for BAT, *Tobacco Control* 2003;12:7), and now a rival has been spotted in the same region, in Papua New Guinea. In June, health minister Melchior Pep talked to journalists about an advertisement run by BAT to publicise its World Environment Day clean-up. His succinct conclusion? "Utter rubbish."

Mr Pep went on to say that the advertisement, run in two daily newspapers about "working together to create a clean environment" on 5 June, made a mockery of the efforts of health service providers to promote healthy lifestyles and a clean environment. "The damage that BAT and other international tobacco companies inflict on the human body and the environment has far-reaching consequences on the health and well-being of millions of people throughout the world," he said. "[BAT] has carefully designed this advertisement in the disguise of helping to keep the environment clean. BAT contributes to the unhealthy lifestyles of our people and the pollution of the human tissue environment. To commemorate the World Environment Day, BAT thinks and sees fit to tell us that it

is very concerned about the environment."

Mr Pep also questioned BAT's efforts to clean roadsides, asking what the company had done about the spread of cancer, commuters who are constantly being exposed to smoke, and the polluted air at public places such as markets and workplaces. In the rest of the world, health ministers' attitudes towards the tobacco industry are all too often appeasing, placatory, and conciliatory, or to put it concisely, pacific. Perhaps it is time to follow the lead of their Pacific colleagues.

## Sri Lanka: business as usual

What is the real attitude of the Sri Lankan government toward tobacco? It often seems that nothing, especially the government, can or will harm the fortunes of the tobacco industry, which largely means near monopoly holder BAT (see Sri Lanka: BAT's hack trick, *Tobacco Control* 2003;12:247–8). Yet at the same time, the government obviously wants to appear to be following the right course, and was among the first in the world to approve the ratification of the FCTC.

Does it really mean business? If so, a recent plethora of aggressive promotion could mean that manufacturers are desperately making hay while the sun shines, until at last, under legislation drafted to comply with the FCTC, further opportunity for recruitment to smoking is closed off. Alternatively, it may just mean that the confident prediction of BAT and others is that in a country where it has always more or less done what it wants, the government's interpretation of the FCTC will mean business as usual.

Either way, BAT's promotion of its Benson & Hedges (B&H) brand continues apace, with new packaging bearing embossed "hallmark" symbols being exploited in recent ads, aiming to



An example of BAT's advertising campaign in Sri Lanka to promote its Benson & Hedges brand.

impress the brand's target audience about "quality" and "heritage" of the product. In a huge sales push—it can hardly have been to capture brand share from a rival—CTC, BAT's local subsidiary, offered rewards to retailers for their performance in a new "Sea of Fortune" sales campaign. Clearly aimed at young males, the top prize for those who bought the new packs was a 175 cc Yamaha trail motorcycle, with 75 000 other instant gifts such as camping sets, binoculars, and watches for runners up. Retailers' performance was evaluated once a week over four weeks, and those receiving good scores for product visibility, merchandising prominence, and other aspects of the campaign were given a "gift pack" containing a small B&H scanner radio together with the inevitable B&H T shirt.

If "Sea of Fortune" was male oriented, BAT has not forgotten young females. It was BAT, of course, whose sales representatives in gold saris were more than generous in their promotion of B&H cigarettes to young female visitors in a night club in Sri Lanka as long ago as 1998 (see Seimon T & Mehl GL. Strategic marketing of cigarettes to young people in Sri Lanka: "Go ahead – I want to see you smoke it now". *Tobacco Control* 1998;7:429–33). But since then, BAT has climbed on the "We've changed" bandwagon, claiming a new, scrupulously careful approach to marketing, backing it up with tons of glossy reports on social responsibility. In particular, it might have been expected to show restraint in its recent dealings with a population whose women have traditionally been non-smokers. But it hasn't changed at all. Once again, it's business as usual.

In recent months, beautiful young Swedish girls in glamorous dresses have been seen moving around nightclubs in the capital, Colombo, offering free Benson & Hedges cigarettes to young people. One journalist reported that when asked who had hired them, the young women replied that it was the local tobacco company, and that their brief was to target young people, especially girls. Their assignment was to include visits to almost all the country's nightclubs. When asked for follow up contact details, they politely refused, but perhaps remembering a briefing on industry protocol, added that they were merely trying to make the smokers switch brands.

In addition, at around the same time there were reports of a more unusual and sinister activity from Majestic City, a large shopping complex in Colombo. Once again they featured attractive women in glamorous clothes, though this time they were not giving out cigarettes, just smoking them. Health advocates are convinced they were paid solely to parade around the shopping centre to demonstrate that attractive, stylish young women now smoke. The smoking women all appeared to be foreigners, and this together with their strikingly attractive appearance ensured that they were well noticed.

For corporate self promotion, BAT has been appropriating one of the country's most famous artists, George Keyt (1901–1993), once described by a leading Indian art critic as "One of the few giants of the New Asia". Revered by several generations, his work is to be found, among other places, in temples around the country. What better reputation to exploit, then, for a tobacco

company? Not surprisingly, trustees of the George Keyt Foundation include CTC's chairman and its director of legal affairs. In September the foundation held exhibitions of the work of young artists, part sponsored by CTC, and opened by the country's enterprise and industry minister. CTC launched a major advertising campaign to publicise the company's altruism, though not forgetting to use B&H colours. It is thought the ads cost significantly more than the sponsorship itself.

In the light of all this, it seems very unlikely that Sri Lanka will follow up its early FCTC ratification with effective action. Even if the government tries, BAT has dug itself in well, and can look forward to many more happy trips to the bank with its brimming purse of gold.

## World: how Formula One swerved round health

On the same day that Formula One (F1) strategies to undermine tobacco control legislation were discussed at the World Conference on Tobacco or Health in Helsinki, news agencies reported that the Canadian Grand Prix was to be dropped from the 2004 calendar. F1 boss



**Canada:** A bilingual postcard created by Carte Blanche, a communication marketing agency in Montreal, pre-addressed to Bernie Ecclestone for Canadians to send to the Formula One boss to protest against the loss of Canada's top motor race. In all, 108 000 cards were distributed by the Pop Media network, and several newspapers ran ads to build awareness and support for the campaign. On the back of the card was a message asking Ecclestone whether F1 was as addicted to the tobacco industry as are billions to cigarettes, and demanding that he reconsider his sponsorship policy.